



We preserve nature's gifts

# Actual

Newsletter - n° 70 - vol. 21 - January 2016

## TRADE FAIRS

10-13/2/2016

BIOFACH – DE

Nürnberg

[www.biofach.de](http://www.biofach.de)

6-9/3/2016

HORECATEL – BE

Marche-en-Famenne

[www.horecatel.be](http://www.horecatel.be)

8-10/3/2016

CFIA – FR

Rennes

[www.cfiaexpo.com](http://www.cfiaexpo.com)

11-16/3/2016

INTERNORGA – DE

Hamburg

Hall B4.EG - Stand 103

[www.internorga.com](http://www.internorga.com)

30-31/3/2016

MDD EXPO – FR

Paris

[www.mdd-expo.com](http://www.mdd-expo.com)

24-25/5/2016

PLMA – NL

[www.plmainternational.com](http://www.plmainternational.com)



## Let's meet in the New Year!

*Ardo organised its 'Let's meet in the field' initiative in September together with growers' associations Unigrow & Ingro. The event was designed to shine the spotlight on Ardo's sustainability ambitions.*

It was a sustainable event during which we informed a diverse group of attendees (ministries, seed suppliers, press representatives, farmers, employees, etc.) about the extensive **sustainable efforts made by Ardo before its fresh-frozen vegetables are delivered to consumers.**

Sustainability is also one of the key themes in conjunction with current agricultural policies, customer specifications and communication with consumers. That is why Ardo – in cooperation with producer organisations – is always looking for environmentally-conscious, socially-responsible and economically-viable methods for growing, freezing, packing and storing fresh-frozen vegetables that treat nature, the environment and people with the greatest respect. This ambition served as the basis for drawing up a sustainable agricultural policy as part of the MIMOSA programme (Minimum Impact & Maximum Output Sustainable Agriculture). You can read all about the event in this edition of Actual.

## We wish you a happy, healthy and successful New Year.

ETIENNE LACROIX  
LA GARDE-ADHEMAR - FR

UDO TEGTMEIER  
GROSS-ENZERSDORF - AT

PABLO DA ROLD ROSSIE  
BADAJOZ - ES

PACO SALAS  
BENIMODO & MARCILLA - ES

JEAN-MARC CANDAU  
SAINT-SEVER - FR



PAUL FARROW  
EYE - UK

PATRICK OLIVIER  
KOOLSKAMP  
KORTEMARK - BE



## One Team, One Vision, One Goal – A Successful 2016!



HERVÉ SOUHL  
LE MOUSTOIR - FR

BERNARD SAJE  
GOURIN - FR

SYLVAIN BOURDON  
VIOLAINES - FR

MARIANNE TØNDER  
ØREHOVED - DK



FRANK SIOEN  
ARDOOIE - BE

MAURO CARDOSO  
ALPIARÇA - PT

QUENTIN REGOUT  
GEER - BE

ROB TEUNISSEN  
ZUNDELT - NL

STEPHEN WAUGH  
ASHFORD - UK



New Year wishes from the Ardo production units

*A new year means new trends in fresh-frozen food and new challenges that come with it. Thankfully, Ardo already has the solutions. Let us now gaze into our crystal ball to see what the future holds.*

## TREND 1

# Pulses

Pulses are more popular than ever. Although they come in all shapes, colours and flavours, they have a lot in common: they are sustainable, an excellent substitute for meat and, above all, extremely healthy. In fact, the United Nations has declared 2016 to be the **'International Year of Pulses'**.



'Pulses' is actually a collective name for **fresh legumes** (peas, kidney beans, sugar snap peas, string beans, broad beans, etc.), **dried legumes** (brown and white beans, lentils, black beans, etc.), **sprouted beans** (adzuki beans, chickpeas, etc.), **soy products** (soy beans, etc.) and **peanuts**. The Ardo range features a wide variety of pulses.

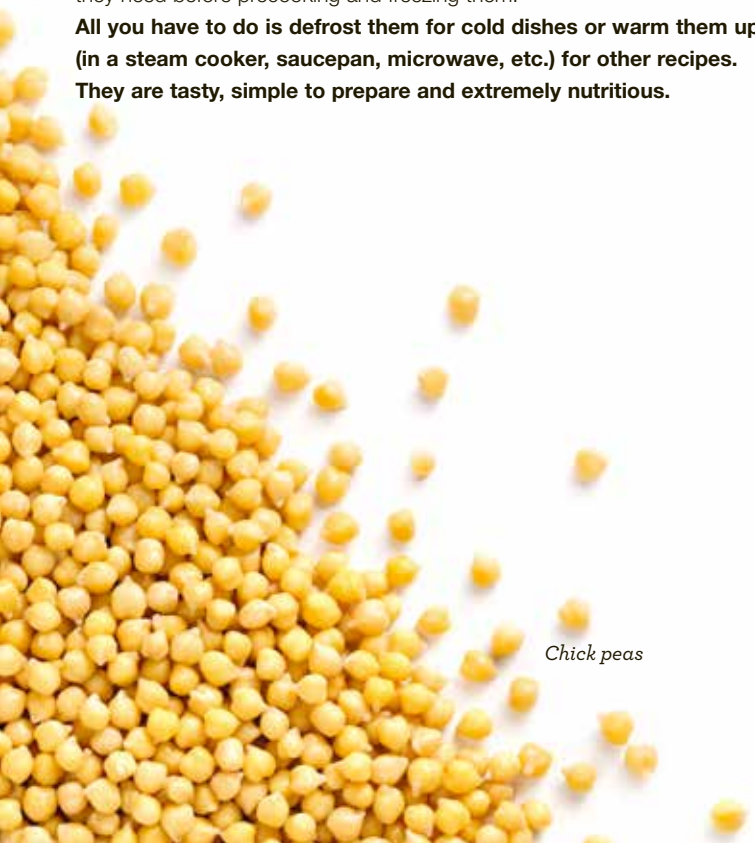
They have numerous health benefits. They are rich in carbohydrates, fibre, protein, vitamin B, iron, calcium and phosphorous. They are also low in calories.

*Precooked, fresh-frozen pulses from dried sources: enjoy a range of benefits!*

Quite a lot of time is required to prepare dried pulses (soaking, cooking). Ardo takes care of it for you in advance. We soak the pulses for as long as they need before precooking and freezing them.

**All you have to do is defrost them for cold dishes or warm them up (in a steam cooker, saucepan, microwave, etc.) for other recipes.**

**They are tasty, simple to prepare and extremely nutritious.**



Chick peas

*Recipe suggestion:  
pulses salad*

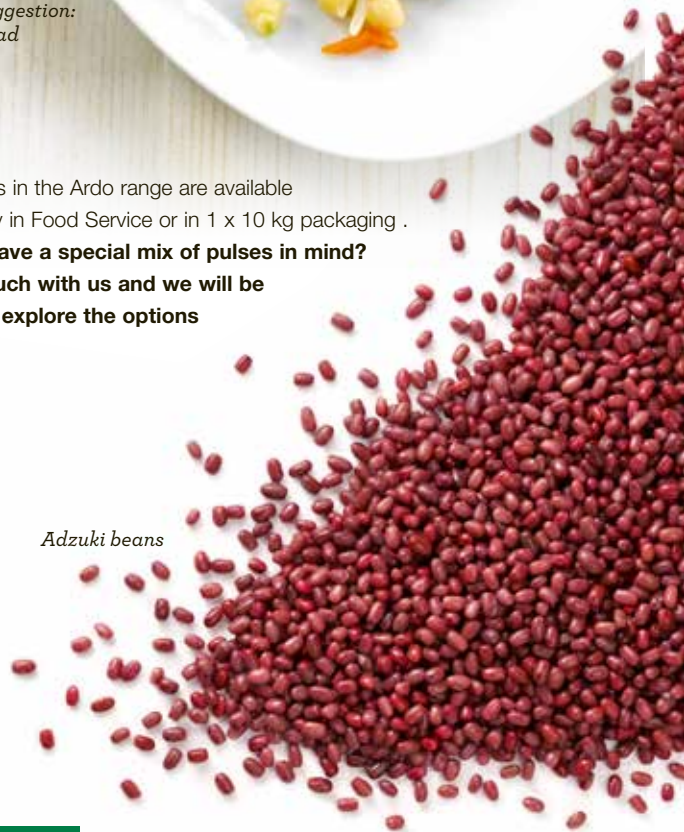
The pulses in the Ardo range are available exclusively in Food Service or in 1 x 10 kg packaging .

**Do you have a special mix of pulses in mind?**

**Get in touch with us and we will be happy to explore the options with you.**



Adzuki beans



## TREND 2

# Smoothies

Although smoothies were already popular last year, they are set to make a major breakthrough in 2016. Smoothie bars offer fruit and vegetable juices and smoothies prepared before your very own eyes.

Smoothie mixes or ready-made smoothies – the choice is yours.

**Ardo would be happy to help you expand your range of smoothies with perfect mixes containing fresh frozen fruit and/or vegetables and/or herbs and spices. Just get in touch with us.**

*Recipe suggestion:  
green smoothie*





### TREND 3

## Superfoods

The name speaks for itself: 'superfoods' is a collective term **for natural food products that are rich in essential nutrients**. These products are also currently experiencing a major upswing in popularity.

### *A selection of products from the Ardo superfoods range*

**Quinoa** is considered to be a healthy superfood thanks to its high nutritional value. It contains protein as well as virtually all essential amino acids, extra vitamins, minerals and antioxidants. Quinoa is also gluten-free and is an excellent source of healthy dietary fibre. Ardo's quinoa is **precooked, making it ready for use in a range of warm and cold dishes**.

**Kale** is one of the healthiest vegetables in the world. It contains numerous antioxidants as well as vitamin A and C. It is available from Ardo in portions or IQF. Also in the Ardo range of 'Superfoods': spinach, broccoli, etc.

*Kale IQF*

*Quinoa*

*Recipe suggestion:  
quinoa salad*

### TREND 5

## Soups

Are you pressed for time at lunch? Why settle for fast food when vegetable soup is a convenient and healthy alternative? Ardo soups vary in terms of colour and taste. The Ardo range features a number of healthy soup mixes that can be transformed into hearty soups in no time at all: green and yellow soup mix, retro vegetables mix, mixes for making different types of soup and many more. They are quick and easy to make because they do not require any preparation time whatsoever. All vegetables are pre-washed and pre-chopped.

*Recipe suggestion:  
curry soup*

### TREND 4

## Veggie products

Vegetarian snacks and meals are all the rage right now and are even popular among non-vegetarians. The Ardo range features many delicious vegetarian bites and burgers. Be sure to try our award-winning vegetable fries.

*Vegetable fries*

*Discover all of the trending product  
recipe suggestions and many other  
recipes on*

**[www.ardo.com](http://www.ardo.com)**



# NEW PRODUCTS

## Fines Herbes

Ardo's selection of herbs features many new condiments and seasonings. We stock a number of tasty, **trendy mixes alongside our trusty classics.**



## Smokey BBQ Mix

An exciting combination of various Mediterranean herbs (garlic, rosemary, sage, etc.) with chopped, oven-dried tomatoes in a light marinated oil dressing. **Perfect as a topping for various white fish and meat dishes and for a range of barbecue dishes.**

Product code: KSQ010 - 8 x 250g

## Persillade Mix

This **mix of garlic and parsley** is the ideal seasoning for a whole host of dishes. Pre-mixed and perfectly chopped to make it easy to serve.

Product code: KPE010 - 8 x 250g

## Salsa Mexicana Mix

A spicy mix of finely chopped Mediterranean vegetables with garlic, coriander, spring onion, green/red chilli peppers and cumin. **Ideal for sprinkling on pizzas, as a sauce base, in pasta dishes or a bruschetta.** It looks and tastes great.

Product code: MSE010 - 8 x 250g



Download the new  
herbs directory with the  
full range of herbs on  
[www.ardo.com](http://www.ardo.com)

## Sweet potato puree (portions)

As sweet potatoes are such a hit, Ardo is expanding its range of vegetable purees to include a tasty sweet potato variety. It can be served with seasoning or mixed with cream, cream cheese or whatever you fancy. **It also makes an ideal base for soups and dips. Original and on trend!**

Product code: A2Z310 - 10 x 1kg

## Macaroni

A genuine public favourite. This delicious **al dente precooked macaroni is ready to be served cold or can be quickly heated up.** It takes no time at all to prepare delicious hot pasta dishes or even the classic macaroni and cheese.

Product code: PMA210 - 4 x 2kg

## Quinoa

Please refer to the 'Superfoods' article for a detailed description of quinoa.

Product code: QUN810 - 1 x 10kg,  
QUN310 - 10 x 1kg

## Quarter-sized corn cobs

Due to their small size, Ardo's quarter-sized corn cobs not only look more **sophisticated and attractive on a plate**, but are very tasty and easy to add to a range of dishes. They are also ideal **as finger food** or as an appealing side dish at barbecues.

Product code:  
MAK610 - 4 x 2,5kg



# Let's meet in the field: an informative and sustainable event



*Ardo organised a multi-day event in mid-September together with growers' associations Unigrow and Ingro. The aim of the event was to highlight the effort we put into ensuring that our growing and processing operations for fresh-frozen vegetables are sustainable.*

In addition to demonstrating our commitment to sustainable farming, the event shone the spotlight on a range of organic cultivation methods. This form of cultivation has outgrown its niche status when one considers the current number of references and current volume. Given its reputation as an innovator and trend-setter in the vegetable sector, Ardo will continue to focus its efforts on the switch to organic cultivation.



**A number of informative and practical guided tours through several marquees, sample fields and actual fields served to inspire the attendees to make the switch to sustainable and/or organic farming in the future**

## **Organic:**

An interesting look at the innovative organic cultivation techniques required to meet the increasing market demand for organic fresh-frozen vegetables.



## **Preventative measures:**

How are fields and seeds prepared to ensure optimal harvests?

## **Corrective measures:**

Overview of various measures implemented during cultivation of crops in order to deliver a sustainable, high-quality harvest.

## **Biodiversity:**

Opportunities leading to better cooperation between agriculture and nature conservation



## **When crops become food:**

A closer look at the production process and food safety as well as various academic studies focusing on the preservation of nutrients in fresh-frozen vegetables, herbs and fruit.



## **Growers' associations:**

How do Ardo and growers' associations in various countries work together to continually look for environmentally-conscious, socially-responsible and economically-viable methods that treat nature, the environment and people with the greatest respect?

## **Field visits:**

MIMOSA (Minimum Impact, Maximum Output Sustainable Agriculture) best practices in an actual field.



# Market & harvest reports



The last vegetable production harvests of 2015 are being gathered – these are mainly **Brussels sprouts, black salsify and leek**. This year's mild autumn temperatures have clearly benefited growth and quality of the crops, and recent modernisations of the production process have also led to more stable end-products for all market segments.

**Large volumes of carrots and onions** were also processed in the autumn. Our site in Violaines is specialised mainly in processing onions. All production volumes were the result of pre-determined contracts with our vegetable growers, which allows us not only to maintain the quality of our vegetables but also ensure sufficient volumes and deliver fully under the contracts with our customers. The demand for onions increased significantly in recent months as a result of lower production in Central Europe.

All in all, 2015 can be considered an erratic year for vegetable production. Wide temperature fluctuations, excessive rainfall and prolonged droughts

have had a huge impact on the production of fresh-frozen vegetables in Europe. Central Europe in particular was affected by sharply reduced production volumes. Thanks to Ardo Group's internationally distributed production units, we can fully absorb the uneven supply of contract vegetables.

As a result of the irregular harvests in a number of countries, demand and sales increased markedly – not only in the European markets but also in new overseas territories, where fresh-frozen vegetables are a roaring success. As this irregular production has resulted in limited quantities, there may be punctual shortages at the beginning of 2016. But not to worry – strengthened by its new, broader structure, Ardo is well-equipped to deal with this.

**We look forward to a successful 2016 with all our partners!**

*Edition mid-December 2015*

# Ardo info



## New employees

**Tine Vercruysse** is the new **B2B Product Manager Food for the Food**

**Industries** sales segment. She will work with the sales team to provide optimum product solutions for the various applications within Food Industry.

## Fusion news

**Heinz Heimert, Petra Müller and Nicole Neide** are joining their colleagues in **Ratingen (DE)** to provide our customers with even better service from a single point of contact.

**Georgia Frigeri** will now work with **Yves Vandenberghe** and **Federica Baldi** in **Pavia (IT)**.

## Successful autumn fairs

Thank you to all who visited the Ardo trade fair stand throughout the autumn trade show season. Our new products received great feedback, it is great to see continued interest and confidence in our constantly renewed range in Retail, Food Service and Food Industry.



## Ardo's quinoa wins 'Baanbreker' Award



In mid-November, Ardo's quinoa was presented with the 'Baanbreker' Award (meaning 'trailblazer') in the Foods category at the Horeca Expo trade fair in Ghent, Belgium. The jury praised the innovative nature of the product and the fact that it is easy to introduce to the food service sector.



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